



WKM

ORDER

Print Date 09/18/12

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Flight Dates 10/16/12-10/22/12

<u>Contract / Revision</u>	257722	/	RPOF/HUK, GAE, GARD.
<u>Original Date / Revision</u>	<u>Agency Com</u>	15%	
09/18/12	09/18/12		<u>Billing Contact</u>
<u>Advertiser</u>	POL/RPOF 3 PACK//R/STR/F		
	600 Fairmount Ave., Ste 306		
	Towson, MD 21286-1002		
<u>Agency</u>	Mentzer Media Services		
<u>Buying Contact</u>	Elise Cloyd	<u>Sales Office</u>	PHI
600 Fairmount Ave., Ste 306		<u>Sales Region</u>	NAT
Towson, MD 21286-1002		<u>Agency Ref</u>	

Order Sep 00:15:00
Estimate # 1880
Alt Order # 06297606
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL GEN
Product Codes PL-Candidate
Priority P-3
Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 64950

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	66	\$55,207.50	\$64,950.00	0.00	10/01/12	10/22/12	66	\$55,207.50	\$64,950.00
Totals	66	\$55,207.50	\$64,950.00	0.00					

Billing Plan



WKM

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Contract / Revision

257722 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser POL/RPOF 3 PACK//R/STR/ Product RPOF/HUK, GAE, GARD. Estimate # 1880

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals		
														Amount	
8	WKM	10/18/12	10/18/12	Thu Prime 9p	CM	9-10p	---1---	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
Person of Interest															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 ---1--- 1 \$9,000.00 0.00															
10	WKM	10/21/12	10/21/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
CBS Sunday Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----1 1 \$1,300.00 0.00															
11	WKM	10/21/12	10/21/12	1030-1130a Face Nation	CM	1030-11a	-----1	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
Face The Nation															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----1 1 \$2,000.00 0.00															
15	WKM	10/22/12	10/22/12	11-12p Price Is Right	CM	11a-12p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
Price Is Right															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 1---- 1 \$1,000.00 0.00															
16	WKM	10/22/12	10/22/12	News at 6p	CM	6-630p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
News at 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 1---- 1 \$1,000.00 0.00															
17	WKM	10/22/12	10/22/12	M-F 11p News	CM	11-1135p	2-----	:30	2	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
M-F 11p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 2---- 2 \$1,500.00 0.00															
N18	WKM	10/16/12	10/19/12	CBS This Morning	CM	7-9a	-TWTF--	:30	8	\$350.00	P-3	0.00	NM	8	\$2,800.00
The Early Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -TWTF-- 8 \$350.00 0.00															
N19	WKM	10/16/12	10/19/12	9-10a Rachael Ray	CM	9-10a	-TWTF--	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
Rachael Ray															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -TWTF-- 4 \$300.00 0.00															
N20	WKM	10/16/12	10/19/12	1230-2p CBS Soaps	CM	12:30-2p	-TWTF--	:30	8	\$800.00	P-3	0.00	NM	8	\$6,400.00
Soaps															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -TWTF-- 8 \$800.00 0.00															
N21	WKM	10/16/12	10/19/12	News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
News at 7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -TWTF-- 4 \$1,000.00 0.00															
N22	WKM	10/20/12	10/20/12	Sat Prime 9p	CM	9-10p	----S-	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
Crimetime Sat															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 ----S- 2 \$1,000.00 0.00															
N23	WKM	10/20/12	10/20/12	Sat Prime 10p	CM	10-11p	----S-	:30	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
48 Hours Mystery															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 ----S- 2 \$1,100.00 0.00															
N24	WKM	10/22/12	10/22/12	CBS This Morning	CM	7-9a	M-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
The Early Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WKMG

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Contract / Revision**257722** Flight Dates **10/16/12-10/22/12**Hiatus DatesOriginal Date / Revision 09/18/12/ 09/18/12Order Sep 00:15:00Advertiser **POL/RPOF 3 PACK//R/STR/** Product **RPOF/HUK, GAE, GARD.** Estimate # **1880**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N24	WKM	10/22/12	10/22/12	CBS This Morning The Early Show	CM	7-9a	M-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		2	\$350.00			0.00					
N25	WKM	10/22/12	10/22/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1	\$300.00			0.00					
N26	WKM	10/22/12	10/22/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	M-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		2	\$800.00			0.00					
N27	WKM	10/22/12	10/22/12	M-F David Letterman David Letterman	CM	1136p-1238a	M-----	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		2	\$250.00			0.00					
N28	WKM	10/20/12	10/20/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----S-	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1	\$1,500.00			0.00					
N29	WKM	10/16/12	10/19/12	CBS This Morning The Early Show	CM	7-9a	-TWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		5	\$450.00			0.00					
														Totals	66 \$64,950.00